The Influencer Marketing Masterclass

We've built the Influencer Marketing Masterclass to equip your eCom brand with quality influencer content that accelerates trust, credibility, and sales using The D.A.B. Method

Course Details

Enroll Now

Who Is The Influencer Marketing Masterclass For?

We've built this masterclass for entrepreneurs or marketers who run or operate an e-commerce brand online, no matter their size, audience, or niche.

You Likely Need This If...

- You feel like your brand would reach its next level of growth if your product was endorsed, associated, or seen with influencers that your market cares about
- You want to build a brand that's successful, scalable, and profitable — while creating a loyal customer base and shaping power so you become recognized as the leader in your market
- You want to leverage proven strategies and tactics that are working right now from the best in the industry instead of risking your time, money, and energy on something that "might" work
- You need help finding the most suitable influencers for your brand that will not only give the highest return on ad spend (ROAS) but also the highest quality customers

Why We Built The Influencer Marketing Masterclass For You & Others

While scaling Ad and Loyal Brand, Josh Snow, one of our co-founders, experienced the power of influencer marketing firsthand.

His brand SNOW landed deals, endorsements, and appearances with celebrities like Floyd Mayweather, Rob Gronkowski, Ellen DeGeneres, Chris Pratt, Kevin Hart, The Jonas Brothers, Wendy Williams, the Reality Clean Kansas Show, and many more.

As a result, his brand exploded from revenue to over 9-figures (and under three years. We built this masterclass to reveal what he learned along the way — so you don't have to waste time, money, and energy figuring it out on your own.

Become An Influential Brand By Accelerating Trust, Credibility, And Sales In A Matter Of Days

To land a new customer, your brand must first build trust.

Only trying, is this, fundamental principle of marketing typically requires multiple touch points with your prospects before they ever convert.

That means prospects could take weeks — even months — to trust your product enough to hop off the fence and put their wallets.

And at that rate, it could take decades to build a widely recognized brand within your market.

So instead, we're going to show you how to shorten this timeline by tapping "influence" — which puts you the dollar in a matter of just days, minutes and hours — rather than decades.

And by doing so, prospects will feel an instant connection with your brand, compelling them to buy on the spot.

Tapping Word-of-Mouth Marketing By Tapping Into 2022's Burgeoning "Creator Economy" Of Over 50 Million Influencers & Counting

It's no secret. Word-of-mouth marketing is the key to growing and scaling an successful brand.

But far too many have struggled to harness the power of word-of-mouth. The "Creator Economy" is a game changer that's changed all that.

The Creator Economy:
The collaboration and transactions between brands and independent creative (writers, vloggers, influencers, artists, and more) and the companies that hire them for their talents, monetizing their audiences, creativity, and body of work.

After all, 50 million people identified themselves as a "creator" last year. And some predict that a whopping one billion people will self-identify as a creator in the next 5 years.

In short, there are more creators and influencers than ever before, and we are exploring ways to monetize, structure, and leverage their talents in 2022.

To Sustain This New Economy, Influencers Are Looking For Brands Like Yours To Collaborate And Monetize Their Audiences With

This rapid growth is bringing new meaning to the influencer marketing industry.

That's why it's imperative that brands build and leverage relationships with influencers — right now — to stay ahead of their competition.

INTRODUCING THE DAB METHOD:

Discover Influencers | Acquire Deals | Boost Content & Sales

Precisely built for this new era of influencer marketing, The D.A.B. Method is our 3-step process for launching high-ROAS, high-quality deals with influencers who are aligned with your brand.

Prosthesis Influence Marketing Masterclass

Here's how it works:

[STEP ONE]
DISCOVER

First, we show you how to easily find the right influencers to collaborate with — at the right time for your brand.

Some brands make the mistake of chasing after celebrity endorsements right away. Celebrities may sound appealing, but without the correct foundation in place, an expensive one-off post won't generate the returns you're hoping for.

Plus, they're not for you — it's just crucial you have the infrastructure in place to make the most of it first.)

So instead, we're going to show you how to ascend the **"stepping stones" of influencer marketing.**

We start with nano-influencers and micro-influencers first, because they're extremely affordable and generate the best results.

The 3 Stepping Stones Of Influencer Marketing

NANO	MICRO	CELEBRITY
2.5k-10k Followers	10k-250k Followers	250k+ Followers
Most affordable on the roster with. Usually willing to work for free products. Nano influencers generally have a strong, yet small, following that cares for UGC.	Best for mid, quality engagement, trusted by their local audience. Followers and oftentimes hold more weight when it comes to sales, vs. product sales than larger celebrities.	Good to leverage for massive brand exposure and credibility. Most markets however this group is the most costly to engage with.

Nano and micro influencers are the easest to collaborate with. Their audiences, although smaller, are more tight-knit and more loyal to their leaders.

Plus, these audiences have a deeper sense of loyalty to the nano or micro influencer than they do to any celebrity.

Family, your neighbors, and your nearest brand off these two influencers alone. And that's why we emphasize leveraging their audiences first.

Inside The Masterclass, We Share A Simple "Discovery Process" That Makes Finding Relevant Influencers A Walk In The Park.

This discovery process even reveals pages full of influencers who are already fans of your brand. Tapping into that crowd could represent hundreds of thousands, if not millions of potential revenue.

Then, as you filter through influencers, we've provided the Perfect Influencer Checklist to ensure they're aligned with your brand's values and messaging.

This checklist also verifies if their following is legitimate and within the ideal audience "engagement rate."

That way, you won't waste time collaborating with an influencer who's get a bunch of fake followers and low engagement.

Once they've been authenticated, our Influencer Outreach Magnetized helps you systematically and clear cut reach out to the right influencers.

Before you know it, you'll be ready to the next step of the process: acquiring the deal.

[STEP TWO]
ACQUIRE

After you've received your list of qualified influencers, it's time to perform outreach so you can acquire collaborative deals with them.

We make it simple to start conversations with them by providing high-converting, fill-in-the-blank DM/Email Social Scripts that you can copy and paste.

These Scripts Tell You Exactly What To Say, How To Say It, And When To Say It, So You Can Acquire Deals Fast & Easy

Now, it's important to note asking for one time shout outs or "swipe ups" is no longer recommended. Past algorithm updates have rendered these tactics ineffective for generating sales.

That's why our scripts are designed to land deals that capitalize on today's most effective strategies, and not outdated deliverables that'll drain your budget.

This new playbook has been proven by hundreds of brands that are scaling from the trenches right now.

Once your desired influencers agree to collaborate, just send the Influencer Onboarding Packs, which will ensure you receive high-quality content from them quickly.

This important form ensures multiple key factors are covered and agreed upon between both parties, including:

- A simple creative brief that gives the influencer enough brand guidelines while still giving them breathing room to express their unique style and authenticity
- The agreement between you and the influencer for the sought after assets
- Shipping details so you can send them your product (if needed)
- Usage rights to freely repurpose the assets in your campaigns, funnels, socials, etc.
- And more...

Once the influencer creates your content, the magic begins.

[STEP THREE]
BOOST

At this point, you're holding user-generated content that amplifies your brand's message from multiple influencers in the palm of your hands.

For pennies on the dollar, you've received high-performing brand assets that would have normally cost no less than $100-$2k to repurchase from a traditional production.

And make no mistake.

Your Non-Generated Content Is Likely To Perform Better Than Any High-End Production Would

That's because, by associating your product with your favorite influencers, your brand is fused together with their unique, personable, and magnetic touch.

As a result:

You leverage the powerful psychological advantages below to override the long and expensive trust building phase that would have otherwise taken years of goaded to build organically.

The 3 Psychological Advantages Of Influencer Marketing

Authentic Content	The "Liking" Effect	The Bandwagon Effect
Authentic, user-generated content doesn't feel like an ad, helping prevent objections and pain-repetition from ever forming.	It's easier to say "yes" to buying from somebody we like or relate to, which is the result of relationships formed from authentic, trusted content.	The trusted and widespread adoption of your brand by others influences others to follow the crowd and buy your product, too.

Inside this final module of the D.A.B. Method, our experts walk you through how to repurpose this user-generated content to drive awareness, generate sales, and build overall brand equity.

By doing so, each ad and each piece of content you receive, can generate ongoing results for your business.

You Not Only Get To Benefit From The Influencers' Audience & Reach, But Also Everywhere Else You'll Leverage These High-Performing Brand Assets

Content is king. And now you can leverage your assets organically throughout your socials, emails, landing pages, blogs, ecommerce stores, ads, and more.

No longer will you suffer from poor content like mouthwatch stock photos that plague your competitors. Your brand has life — for pennies on the dollar.

Plus, we reveal deep-dive tactics for the latest paid traffic strategies, tactics, and secrets that amplify ads with your content too.

This immediately raises the needle even further, getting measured results with a high ROI. Say hello to word-of-much marketing at scale.

After boosting your user-generated content in a variety of ways with these day-to-day methods.

Your Brand Will Be Transformed And Recognized As A Leader In The Market

With so much content from hundreds of influencers, virtually anyone who even thinks about buying from you will be bombarded with a barrage of social proof.

For many prospects, this phenomenon can't be ignored. And it triggers their primal instinct to follow the crowd and buy your product.

And that's why using The D.A.B Method is one of the smartest decisions you can make as an eCommerce brand today.

It's perfect for not only building instant credibility and ongoing power, but also to generate tons of sales — especially as the Creator Economy skyrockets demand for collaboration.

To Help You Take Action Right Away, We Compiled The Most Useful Information Into Step-By-Step Action Plans & Guides Inside The Influencer Marketing Masterclass

These are the same strategies and tactics that have helped 9-figure brands, big brands, like SNOW, seek advantage.

They can be used by anyone — no matter their size or niche — to shorten the timeline of building trust and influence.

Prosthesis Influence Marketing Masterclass

The Influencer Marketing Masterclass

INCLUDES:

- **The D.A.B. Method:** The 3-part, step-by-step action plan for finding, landing, and leveraging influencers to drive awareness, trust, credibility, and sales for pennies on the dollar.
  - **DISCOVER** influencers who align with your brand — from nano, micro, and celebrity categories — while using our "Perfect Influencer Checklist" and organizing their details in that in the perfect match.
  - **ACQUIRE** profitable, collaborative deals by starting conversations with your selected influencers and leveraging our Social Scripts to land high-quality content that engages your target audience
  - **BOOST** user-generated content through organic and paid strategies that rapidly amplify your brand's messaging and increase sales by harnessing the Top 3 psychological advantages of influencer marketing.

We're giving you the Influencer Marketing Masterclass today, which has everything you need to start launching influencer campaigns that drive results for your brand.

For Just One Payment Of $497 $197 (Fast-Action Value)

To celebrate the release of this new masterclass, all of this — plus all of future updates — is available for you today for just $197.

The discounted price is only for the first 1000 entrepreneurs who take this opportunity now. Afterwards, we'll be increasing the price to $497.

If you're ready to grow and scale into an influential brand, then simply click the button to buy now.

Enroll Now

You'll then be taken to our secure checkout page where you'll enter your basic information. Once you're done, you'll be sent to our immediately-ones the masterclass and begin using The DAB Method.

But if you're thinking, "What if this doesn't work for me?" Then rest assured, because in the extremely unlikely event that occurs,

We're Giving You A 30-Day, 100% Money-Back Guarantee

That means you can try this masterclass completely risk-free — and take an entire month to put it to the test. If at the end of that, we're going to assume you've seen further.

You'll Also Get Immediate Access To 5 Free PowerHouse Bonuses

Bonus #1: The DAB Method EXTRAS (Value: $97)

- The Perfect Influencer Checklist
- Social Media Scripts
- UGC Swipe File Of High-Performing Creatives
- Influencer Outreach Masterbrand
- Influencer Onboarding Form

Bonus #2: The Paid Traffic "Whitelist" Strategy That Supercharges Your Influencer Marketing UGC Content (Value: $247)

After seeing which of your user-generated content performs best with The DAB Method, this little known paid traffic strategy scales it to the next level.

It's a simple, yet powerful way to the type of messaging you can use, because your ads are run from the influencer's page.

As a result of this personnel "first hand experience" with your product, your campaigns can better resonate with the audience, increasing conversions.

Bonus #3: Josh Snow's Fireside Chats: How To Master Influencer Marketing (Value: $997)

If you were given an afternoon with Josh at his Scottsdale home and asked to unload all the lessons and all his secrets, tactics, and strategies he's learned in the past, this would be the end. Fireside chats would be the end result.

Josh hosts nothing back. Grab a paper pen, some coffee, and get ready to be blown away by all the possibilities that influencers can unlock for your brand.

This includes a day-by-day breakdown of how to rehearsed and perfect influencer deals, plus exclusive interviews with 3 celebrities like Drake when your brand is ready for more.

- Introductions to Influencers
- Strategy Behind Nano Influencer Marketing
- Strategy Behind Micro Influencers
- Strategy Behind Celebrity Influencers

Bonus #4: Josh Snow & Lex Silva at PowerHouse Live! Influencer Marketing Keynote Speech ($497 Value)

The two Founders of PowerHouse give their keynote speech on influencer marketing to a crowd days some of brand owners.

Listen to their latest actionable advice for the audience's questions, insights, and recommendations.

Bonus #5: Access to the eCom Business Owners, Experts & Brand Builders Facebook Community ($Priceless Value)

Join our private Facebook group with other entrepreneurs who are in the trenches, just like you. Ask questions, share wins, and discuss the latest happenings within eCommerce.

Access The Influencer Marketing Masterclass + 5 Free PowerHouse Bonuses Now For Just One Payment Of $197

Get The Masterclass + Bonuses Now

We're Giving You A 30-Day, 100% Money-Back Guarantee

As the founders of PowerHouse Ventures, we're thrilled to help you master this new era of Influencer Marketing.

About Josh Snow
Josh Snow's brand stumbled into entrepreneurship and heart-related back-ache.

As the founder of SNOW oral care, he bootstrapped the brand past 9 figures in the span of three years with the help of influencer marketing and word-of-mouth.

Josh is also one of the leading cast members of the new business reality show on Entrepreneurial.com, Going Public, which generated over a billion dollars in sales over the last decade and has scaled several multi-million dollar health, beauty, and finance brands.

About Lex Silva
Lex Silva is the CEO of an agency firm by 8 figures — specializing the best of his clients in industries of all kinds, from influencer led businesses to eCommerce brands.

Through trials by fire across multiple domains, he has streamlined "the path" to online success.

After generating over a half billion dollars in sales, he now shares his proven strategies for those who crave their next phase of growth too.

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Here's What People Say About PowerHouse Brands

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